



November 2003

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President

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# Company Vision & Mission



## Vision:

- Be the world leader and premier supplier of fuel-tolerant, low-cost, solid oxide fuel cell stacks to fuel cell system integrators

## Mission:

- Partner with system integrators, manufacturers and distributors who will manufacture and sell complete fuel cell power generators at a competitive price

# Business Strategy



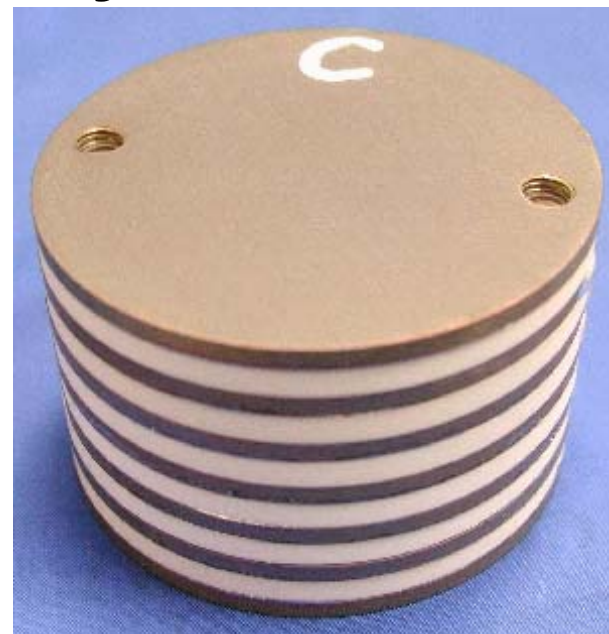
- **Manufacture & sell customized, modular SOFC stacks (20-800 W & 1-50 kW) to strategic OEM partners**
- **Focus on core technology (stack), leverage with manufacturing, sales and distribution partners**

# Products



## Solid oxide fuel cell stacks (20 W to 50 kW):

- Monolithic design (robust with no mechanical seals, springs or clamps)
- Custom-fuel operation reduces system costs, complexity, and size:
  - Natural gas
  - Liquid propane
  - Diesel
  - Hydrogen
- Low-cost stack fabrication



# Markets



## Existing Markets:

- **Stationary:** (residential, commercial & communications)
- **Mobile/Portable:** (soldier power, communications)
- **Transportation:** (APUs, RVs, long-distance trucking)

## Potential Markets:

- **Aerospace:** (APUs, environmental control system, main engine start, de-icing, electric actuated control surfaces)
- **Renewable:** (biomass power for remote, rural power, developing countries)

# Market Opportunity



- **Growth of SOFC - 36.9% AAGR to \$260 million by 2005”**
  - Business Communications Company, October 2000
- **Stationary FC markets AAGR - 49.6% by 2005**
  - Frost and Sullivan, March 2001
- **Potential Stationary Power Generator market - \$10 billion**
  - Allied Business Intelligence, June 1999
- **Portable Power Units for military applications –**
  - **\$346 million in 2004 to \$501 million in 2009**
    - Darnell Group, Jan 2003

**Huge Market Potential – Large and Growing Power Market**



# Ascent's Product Advantages

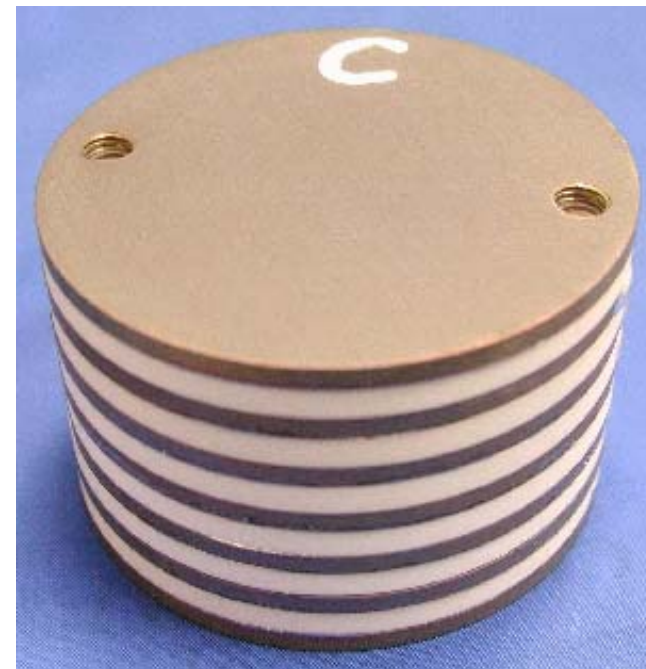
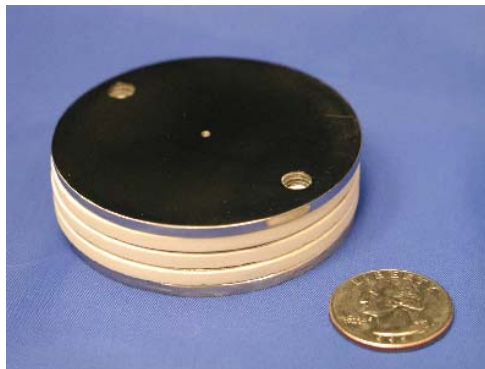
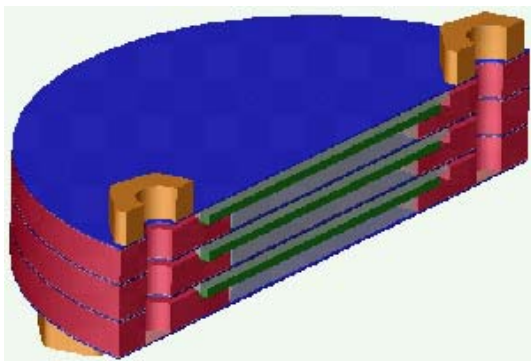


## Stack Design

- Low-cost fabrication
- Monolithic structure (robust, no mechanical seals, springs or clamps)

## Custom-fuel Stack

- Natural gas, liquid propane and diesel with minimal pretreatment
- Hydrogen if available
- Reduces system costs, complexity, and size

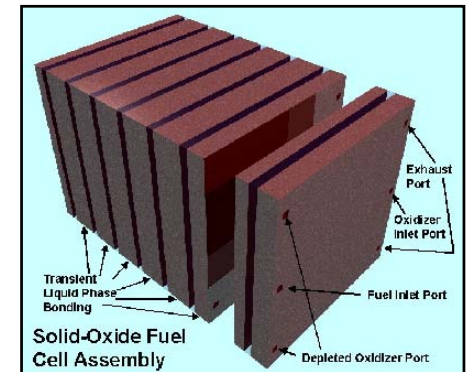


**Technology provides commanding commercial advantages**

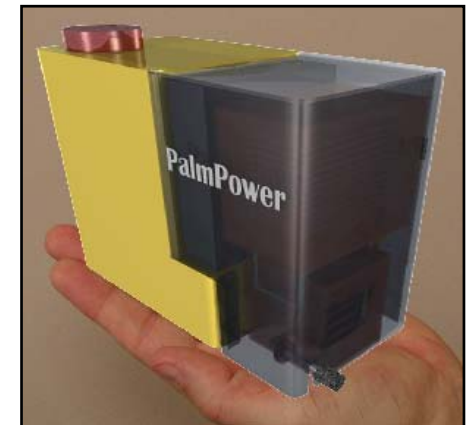
# Technology Validation



- NIST ATP: \$2 M government, \$1 M cost share
- DARPA Palm Power: \$6.8 M government, no cost share
- Potential customer for palm power – US military



NIST Program



DARPA Program

**Government experts have validated our technology!**



# Differentiation & Value Proposition



- **Technology:**
  - Monolithic fuel cell stacks
  - Fuel tolerant electrodes
- **Markets:**
  - Corner portable military power
  - Dominate commercial telecommunications
  - No other major player in the remote power from propane fuel & higher hydrocarbons (fuel tolerant electrodes)
- **Costs:** minimal external fuel reforming leads to reduced components and plant cost by >30%
- **Bottom Line:** Lower cost product, well positioned in the market

**Powerful technology differentiators**

# Potential OEM Customers



- **Power Generation/Storage:**

- Power Generators & Engine Manufacturers
- System Integrators

- **Other Fuel Cell Companies:**

- Proton exchange membrane (PEM) fuel cells manufacturers interested in expanding into SOFC (Ballard, Plug Power, Nuvera, Avista Labs, Sanyo, etc.)
- Direct methanol fuel cells manufacturers interested in expanding into SOFC (Ball, Motorola, Toshiba, NEC, etc.)
- Phosphoric acid and molten carbonate fuel cells manufacturers interested in expanding into SOFC (UTC Fuel Cells & FCE)

- **Solid Oxide Fuel Cells System Integrators:**

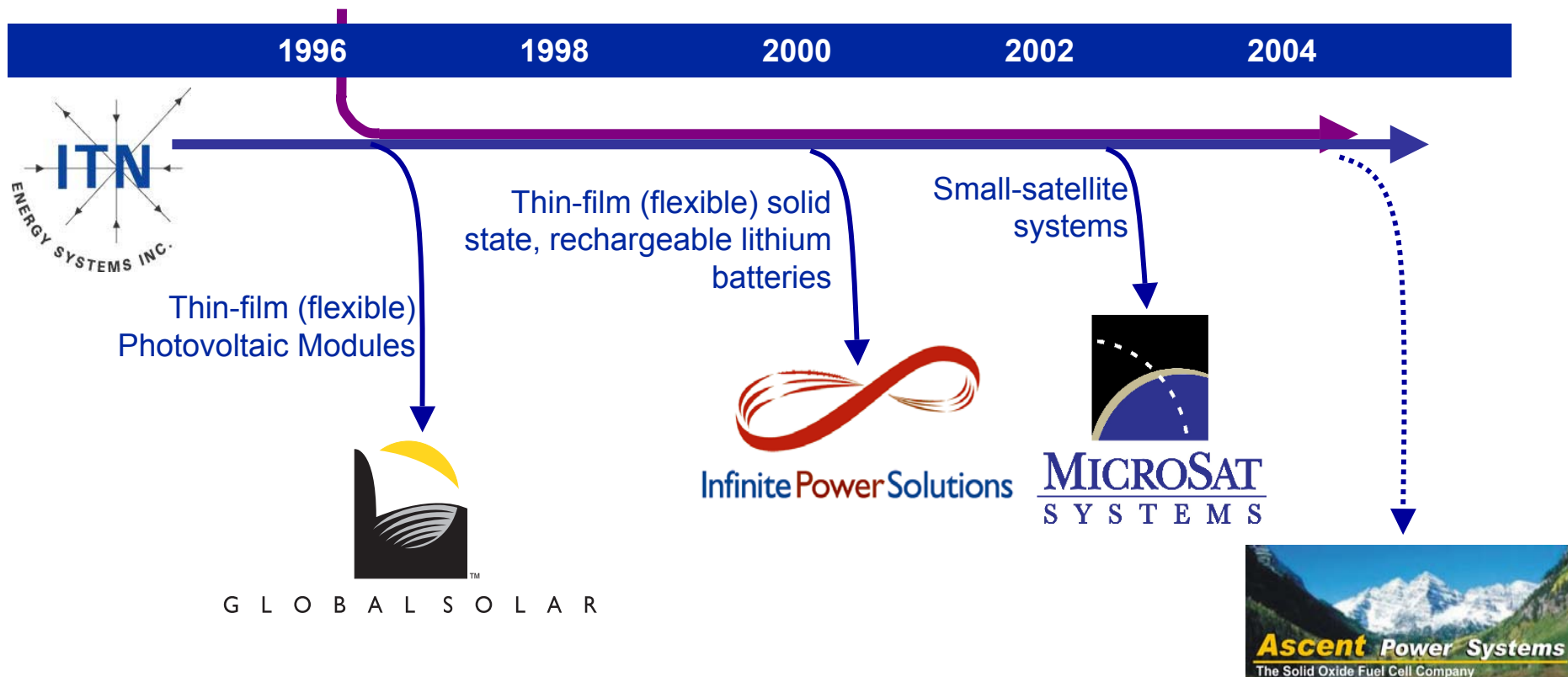
- Siemens Westinghouse, GE, Fuel Cell Energy, Sulzer-Hexis, Delphi, Cummins/McDermott, etc.

**Technology, business strategy & funding will consolidate field**

# Company Heritage



*Strategic investment and product development partner(s)*



**History of creating advanced technology companies**

# The People



## Management Team:

William Barker: President; 35 years of innovative technology management experience including founder and Manager of ITN's Solid Oxide Fuel Cell Division, formerly President of ITN Energy Systems, President of Barker & Associates, a consulting practice, and a DARPA Program Manager. He also started two high temperature materials labs, and was a US Air Force pilot.

Lee Petersen: VP Business Development; BS/MBA, leads business development, 21 years of engineering and business development experience including Lockheed-Martin and Northrop.

Ammi Amarnath: Business Consultant; MS/MBA; 20 years of technical and business experience in power & distributed energy industry, technology industries, and fuel cell start up company.

# The People



## Product Development Team:

Dr. Paul Thoen: Manager, Research Operations; PhD; leads fabrication process development and multikilowatt stack fabrication, over 13 years of R&D and product development experience.

Dr. Neal Sullivan: Manager, Design, Fabrication & Assembly; PhD; leads development of the rugged “ceramic-frame” sub-kilowatt cells and stacks, over 12 yrs R&D experience.

Dr. David Peterson: Manager, Electrochemical Performance & Testing; PhD; leads performance characterization and improvement, over 10 yrs experience in fuel cell development.

Additional 7 Process & Ceramic Engineers and 1 Technician.

Team has >80 cumulative years of advanced ceramics product development experience.

**A strong foundation to build a fuel cell business**

# Financial



- **Amount previously funded:**
  - ~\$12 million
- **NREL Industry Growth Forum goal:**
  - Initiate investor discussions to secure \$10 million funding to complete product development & market introduction
- **Seeking \$10 million funding over 2 years for:**
  - Product development
  - Life extension and endurance testing
  - Field trial demonstrations
  - Building a powerful marketing team



# Summary



## Monolithic Design

Patented solution for sealing problems that plague the SOFC industry

## Customizable, Fuel Tolerant Stacks

Use fuels directly with minimal preprocessing

## Renewable Fuels

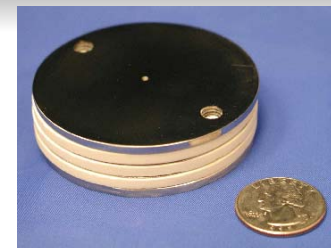
Developing a renewable energy focus

## Strategic Relationships

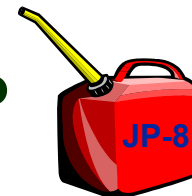
Leveraging internal expertise, academic collaborators, strategic partnerships and private financial assets with government contracts

## Customers are in place

Remote & transportation power;  
US military



to



**Looking for investors and strategic partners**